



Leadership Opportunities for Government Leaders

The ENERGY STAR® Make a Cool Change: Recycle Your Old Fridge (or Freezer) Campaign¹ is an engaging platform for encouraging residents to get rid of their old, inefficient second refrigerators or freezers. In addition, it can be used to encourage replacement of older primary units with new ENERGY STAR models. By highlighting the recycling message, the campaign reinforces the need to permanently remove inefficient units from the electric grid and dispose of them properly. The goal of this U.S. Department of Energy (DOE)-led effort is to lower utility bills, save energy, and protect the environment.

Why Encourage Refrigerator and Freezer Recycling?

There are a lot of old refrigerators and freezers out there! U.S. households have 44.5 million fridges over 10 years old, 12.7 million of which are secondary units, often in basements and garages. There are even older fridges out there too – of the prior total, 10.2 million fridges are at least 20 years old!¹ Older freezers are also common; 16.9 million homes have freezers that are over 10 years old – that's 44 percent of all freezers.² Together these inefficient appliances use \$4.9 billion per year in energy costs.³

Today's models are the most efficient yet. The federal standard for refrigerators changed significantly in 1993, and then again in 2001. New ENERGY STAR qualified refrigerators must be at least 20 percent more energy efficient than the federal standard. This means that refrigerators made before 1993 use more than twice the energy of new ENERGY STAR models. New ENERGY STAR qualified freezers must be at least 10 percent more efficient than the federal standard. Freezers made before 1993 use nearly twice the energy of new ENERGY STAR models.

Obtain real energy savings by ensuring inefficient fridges and freezers don't end up back on the grid in someone else's house. When consumers purchase new models, their inefficient units often remain plugged in as second or third units. Some are resold, donated to charity, or given away to others who continue to use them. Properly recycling an inefficient unit permanently shuts it down. Plus, after separation and processing, the steel and other materials can be used to make new products – maybe even a new ENERGY STAR qualified model.

Make it easier for residents to be more energy-efficient with ENERGY STAR. By consciously deciding to replace an inefficient model before it fails, residents can research options, select the best model for their needs, and look for special deals.

Government leaders can join the campaign in three important ways:

1. **Work with campaign partners to get the most from stimulus funds.** Are you managing funds for appliance rebates or block grants that can include recycling? The campaign's ENERGY STAR utility, retail, manufacturer, and recycler partners are potential collaborators to help you make your program a success.
2. **Lead by example.** Ask government agencies to check for inefficient refrigerators and freezers in state-owned or leased facilities. Serve as a role model in your community by changing out inefficient units, and use the opportunity to help educate employees and citizens.



3. **Inform and educate residents and government employees.** The campaign provides a platform for helping your residents save energy and money, and lower associated greenhouse gas emissions that contribute to global climate change.

★ **Ways to Participate:**

- **Get on the list.** Notify campaign staff at appliancecampaign@energystar.gov about your existing or new refrigerator or freezer recycling programs so they can be listed on the campaign Web site and in the ENERGY STAR special deals finder.
- **Tools, messages, digital buttons, campaign marks, etc., can be downloaded at www.energystar.gov/recycle,** to make it easy for you to:
 - **Promote the campaign in your materials and outreach efforts;**
 - **Post an announcement and a link on your Web site;**
 - **Add the campaign mark to your printed brochures;** and
 - **Include information in community outreach activities,** such as Earth Day or energy-efficiency themed booths, press releases, editorials, etc.
- **Ask television media to show consumers how to recycle an old fridge or freezer.** Suggest a consumer-interest story to educate viewers about the need and opportunity to recycle their old refrigerators and freezers:
 - **Invite a public official to help demonstrate proper recycling of an old unit** from a visible government location or office, business, school, business, home, or multi-family housing complex.
 - **Promote replacement with new ENERGY STAR qualified models.**
 - **Provide take-home campaign information** to distribute to employees or members, as a reminder for them to check refrigerators at home, too.
 - **Consider developing a video for your Web site** or YouTube™ posting.
- **Help educate the next generation,** by encouraging use of a teachers' guide and student worksheets, developed for the campaign by the National Energy Education Development Project (NEED). Consider hosting an appliance-recycling themed poster or bookmark contest or other activity to engage students, teachers, and parents.

www.energystar.gov/recycle (live early March 2009).

E-mail appliancecampaign@energystar.gov or contact your ENERGY STAR account manager.

¹ Formerly the ENERGY STAR Recycle My Old Fridge Campaign, at www.RecycleMyOldFridge.com.

² Source: Residential Energy Consumption Survey, 2005.

³ Source: D&R International, 2009.